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# PROSKAUER ROSE LLP

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#### Message

In re the Application of:

Sundeep BHAN et al.

Application No.: 10/734,811

Filed: December 11, 2003

For: TARGETED INVITATION DELIVERY

Group Art Unit: 3629

Examiner: Ouellette, Jonathan P.

APPEAL BRIEF

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PTO/\$B/21 (09-04) Approved for use through 07/31/2006. OMB 0661-0031 U.S. Patent and Tredemark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of Information unless it disclars a valid QMB control number. Application Number 10/734,611 Filing Date TRANSMITTAL December 11, 2003 **FORM** First Named Inventor Sundeep BHAN et al Art Unit 3629 Examiner Name Ouellette, Jonathan P. (to be used for all correspondence after initial filing) Attorney Docket Number 49298-043 Total Number of Pages in This Submission **ENCLOSURES** (Check all that apply) After Allowance Communication to TC 1 Fee Transmittal Form Drawing(s) Appeal Communication to Board Licensing-related Papers Fee Attached aconerefredni bns alseggA fo Appeal Communication to TC Petition (Appeal Notice, Brief, Reply Brief) Amendment/Reply Petition to Convert to a After Final Provisional Application Proprietary Information Power of Attorney, Revocation Status Letter Affidavits/declaration(s) Change of Correspondence Address Other Enclosure(s) (please Identify Terminal Disclaimer **Extension of Time Request** below): Request for Refund Express Abandonment Request CD, Number of CD(s)\_ Information Disclosure Statement Landscape Table on CD **Certified Copy of Priority** Remarks Document(s) Reply to Missing Parts/ Incomplete Application Reply to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm Name PROSKAUER ROSE LLP Signature BSUMM Printed name Robert S. Mayer Date Reg. No. March 10, 2006 38,544 CERTIFICATE OF TRANSMISSION/MAILING I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mall in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below: Signature Date March 10, 2006 Robert S. Mayer Typed or printed name

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS, SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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				Complete If Known				
Effective on 12/08/2004. Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).				Application Number 10/734,811				
FEE TRANSMITTAL				Filing Date		December 11, 2003		
				First Named Inve	entor Sund	eep BHAN		
For FY 2005				Examiner Name	Jonat	Jonathan P. OUELLETTE		
Applicant claims small entity status. See 37 CFR 1.27				Art Unit	3629			
TOTAL AMOUNT C	F PAYMENT	(\$)250.00		Attorney Docket	No. 49298	3-043		
METHOD OF PAYMENT (check all that apply)								
Check Credit Card Money Order None Other (please identify):								
Deposit Account Deposit Account Number:  Deposit Account Name:  For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)								
Charge fee(s) indicated below Charge fee(s) indicated below, except for the filling fee								
Charge any additional fee(s) or underpayments of fee(s) Credit any overpayments under 37 CFR 1.16 and 1.17								
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.								
FEE CALCULA								
1. BASIC FILING, SEARCH, AND EXAMINATION FEES								
	FILI	NG FEES Small Entity	SEA	RCH FEES Small Entity	EXAMINATI	ON FEES		
Application Type	Fee (\$)	Fee (\$) 150	Fee (\$)	Fee (\$)	Fee (\$)	Fee (\$)	Fees Pald (\$)	
Utility Design	300 200	100	500 100	250 50	200 130	100 65		
Plant	200	100	300	150	160	80		
Reissue	300	150	500	250	600	300		
Provisional	200	100	0	0	0	0		
2. EXCESS CLAII	VI FEES					•	Small Entity	
Fee Description						Fee (	\$) Fee (\$)	
Each claim over 20 (including Reissues) 50 25 Each independent claim over 3 (including Reissues) 200 100								
Multiple dependent		ing Keissues)				200 360		
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Indep. Claims	Extra 3 or HP =	Claims Fee	<u>(\$)</u>	Fee Paid (\$)				
		tims paid for, if greate	r than 3					
3. APPLICATION SIZE FEE								
If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer								
listings under 37 CFR 1.52(e)), the application size for due is \$250 (\$125 for small entity) for each additional 50								
sheets or fraction thereof, See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s),  Total Sheets Extra Sheets Number of each additional 50 or fraction thereof Fee (\$) Fee Paid (\$)								
- 100 =/50 =(round up to a whole number) x =								
4. OTHER FEE(S)  Fee Paid (\$)								
Non-English Specification, \$130 fee (no small entity discount)  Other: Appeal Brief = 250.00 250.00								
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Signature	KUSW	boy/h		y/Agent) 38,54	4	Telephone	(212) 969-3246	

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Signature	Ret 5 Mayo	Registration No. (Attorney/Agent) 38,544	Telephone (212) 969-3246
Name (Print/Type)	Robert S. Mayer		Date March 10, 2006

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MAR 1 (1 2006

Application No. 10/734,811

Attorney Docket: 49298-043

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Sundeep BHAN et al.

Application No.: 10/734,811

Filed: December 11, 2003

For: TARGETED INVITATION DELIVERY

Group Art Unit: 3629

Examiner: Quellette, Jonathan P.

Mail Stop Appeal Brief - Patents Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

#### APPEAL BRIEF

Sir:

Applicants respectfully ask the Board to reverse the final rejection under 35 U.S.C. § 102 of claims 1-6, 8, 10-15, 17, and 18 in the above-identified application.

This paper is believed timely because the time period for filing an Appeal Brief was reset by the Notice of Panel Decision from Pre-Appeal Brief Review mailed February 13, 2006. The Commissioner is authorized to charge any fees required in connection with this paper, including but not limited to the fee required by 37 C.F.R. § 41.20(b)(2), to Deposit Account No. 16-2500.

03/13/2006 TL0111 00000029 162500 10734811 01 FC:2402 250.00 DA

## Real Party in Interest

The real party in interest is Medsite, Inc., a New York corporation, and the assignee of record.

# Related Appeals and Interferences

There are no related Appeals or Interferences.

#### Status of Claims

Claims 1-6, 8, 10-15, 17, and 18 are pending. All those claims stand rejected under 35 U.S.C. § 102 and are the subject of this appeal. Claims 7, 9, and 16 were previously cancelled.

Claims 1, 6, and 15 are independent.

#### Status of Amendments

Applicant's Amendment After Final Rejection dated November 10, 2005, was <u>not</u> entered. Accordingly, the claims from the Amendment dated June 8, 2005 are the ones that remain under consideration. Those claims are reproduced below in the Claims Appendix.

#### **Summary of Claimed Subject Matter**

The claimed subject matter relates generally to delivering invitations to people in situations where there are multiple events and multiple potential invitees. The invitees are matched up with the events based on (a) who the event sponsors want to invite and/or (b) what events the invitees have expressed an interest in. In a preferred embodiment described in the last sentence of paragraph 33 in the specification, all the matched-up invitations are formatted into an email that is delivered to the invitee. An example of such an email is depicted in FIG. 6, where the invitee is being invited to two events.

More specifically, claim 1 relates to a four-step method of selectively distributing invitations for a plurality of events. The first step is to store event information about each of a plurality of events, where the event information includes at least one criterion for selecting invitees. (See paragraphs 16, 18, and 19 in the specification, reference no. 12 in FIG. 1, and all of FIG. 2.) The second step is to store member information about each of a plurality of members. (See paragraphs 17 and 20 in the specification, reference no. 13 in FIG. 1, and all of FIG 3.) The third step is to detect, for each of the members, whether the invitee-selection criterion for each of the events matches the member information. (See paragraphs 21-27 in the specification and reference no. 14 in FIG. 1.) The fourth step is to send an e-mail invitation to members for whom a match was detected, where the e-mail invitation invites its recipient to events for which a match was detected, and where at least one of the e-mail invitations invites its recipient to a plurality of events. (See paragraphs 32-34 in the specification, reference no. 16 in FIG. 1, and all of FIG. 6.)

Claim 6 relates to a related four-step method of selectively distributing invitations for a plurality of events. The first step is to store event information about each of a plurality of events, where the event information includes at least one criterion for selecting invitees. (See paragraphs 16, 18, and 19 in the specification, reference no. 12 in FIG. 1, and all of FIG. 2.)

The second step is to store member information about each of a plurality of members, where the member information includes member preferences. (See paragraphs 17, 20, and 25 in the specification, reference no. 13 in FIG. 1, and all of FIG 3.) The third step is to determine, based on matches between the member information and the invitee selection criterion and between the event information and the member preferences, which events each member should be invited to. (See paragraphs 21-27 in the specification and reference no. 14 in FIG. 1.) The fourth step is to send invitations via email to the members based on results of the third step, where at least one of the invitations invites its recipient to more than one of the events. (See paragraphs 32-34 in the specification, reference no. 16 in FIG. 1, and all of FIG. 6.)

Claim 15 is a Beauregard type claim that corresponds to claim 6, discussed above.

# Grounds of Rejection to Be Reviewed on Appeal

Whether claims 1, 6, and 15 are unpatentable under 35 U.S.C. § 102(b) over WO 01/52106 A2 (Gal).

#### Argument

All pending claims stand rejected under 35 U.S.C. § 102 as anticipated by WO 01/52106 A2 (Gal). Applicant respectfully submits that the rejections under 35 U.S.C. § 102 of independent claims 1, 6, and 15 are improper, and asks the Board to reverse those rejections. All three independent claims (claims 1, 6, and 15) are being argued together as a group because their rejections are believed improper for the same reasons.

#### Claims 1, 6, and 15

Claim 1, which is representative of the group, is directed to a method of selectively distributing invitations for a plurality of events, and the last step recited in that claim reads as follows:

sending an e-mail invitation to at least some of the members for whom a match was detected in the detecting step, wherein the e-mail invitation invites its recipient to at least some of the events for which a match was detected in the detecting step, and wherein at least one of the e-mail invitations sent in the sending step invites its recipient to a plurality of events for which a match was detected in the detecting steps.

To satisfy the underlined portions of this claim, at least one of the invitations must (a) invite its recipient to a plurality of events (in other words, it must be a multi-event invitation) and (b) be sent via email.

The applicant recognizes that *Gal* describes a multi-event invitation at p. 5, lines 15-20 and in FIG. 4. However, that portion of *Gal* does not teach or suggest sending the multi-event invitation via email. To the contrary, *Gal* specifies that the invitation "is dynamically constructed" "when a user goes to the web page for the user's invitations." *Gal* at p. 5, lines 18-20.

Gal then goes on to explain that the invitations should <u>not</u> be generated via email as follows: "The advantage of [generating] the message with the dynamically created web page rather than a traditional E-mail type message is that the messages are not considered as intrusive [and] don't clog up the recipient's work or home E-mail system." Gal at p. 6, lines 1-6. Since Gal explains that email should <u>not</u> be used to serve the multi-event invitations, and claim 1 explicitly recites that the invitations are set via email, <u>Gal</u> teaches away from the method of claim 1.

Despite the fact that *Gal* describes a "dynamically constructed" invitation, and despite the explicit teaching in *Gal* that email should <u>not</u> be used for the invitations, the Final Office Action asserted that *Gal* satisfied the "email" limitation in claims 1, 6, and 15. This rejection was based on a definition from www.dictionary.com that defines email as "electronic communication through a computer." (Final Office Action dated August 15, 2005, at p. 5, ¶15.)

Applicant submits that the Examiner has misused the dictionary.com definition upon which he relies. The dictionary.com definition cannot be construed as an indication that the scope of the term "email" and the scope of the phrase "electronic communication through a computer" are the same, since that construction is flatly contradicted by the existence of many types of "electronic communication through a computer" that are not emails (e.g., HTML web pages served by a web server, VOIP telephone calls, instant messages, computer access via

Applicant recognizes that Gal does mention sending a message via email at page 3, line 15. However, Gal's mention of this email message is made in connection with a different embodiment, and Gal contains no teaching or suggestion that this email message is a multi-event invitation. Because claim 1 requires that "at least one of the e-mail invitations sent in the sending step invites its recipient to a plurality of events," claim 1 is not satisfied by sending any message via email. It is only satisfied when a multi-event invitation is sent via email, which is not disclosed in Gal. Claim 1 is therefore believed patentable over Gal.

remote terminals, etc.). Rather, the only plausible reading of the dictionary.com definition that is consistent with the plain meaning and common understanding of the word "email" is that email is a specific type of "electronic communication through a computer." In other words, email is a narrow species within the broader genus of "electronic communication through a computer." See M.P.E.P. § 2111.01 ("The words of a claim must be given their 'plain meaning' unless they are defined in the specification").

Of course, there are also many other types "of electronic communication through a computer" besides email, one of which is the "dynamically generated web pages" that are described in Gal. Since the Examiner relied on one species within the broad genus of electronic communications to reject a different species within that same broad genus, the rejection can be analogized to relying on a dictionary that defines an automobile as "a vehicle" to justify use of a reference that discloses a bicycle in rejecting a claim that recites an automobile. This is clearly improper, since "to anticipate a claim, the reference must teach every element of the claim."

M.P.E.P. § 2131. "A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference. Id. That requirement has not been satisfied here since the Gal reference relied on by the Examiner does not disclose sending the multi-event invitation via email, a limitation that is explicitly recited in claim 1. Applicant therefore submits that claim 1 is patentable over Gal.

Independent claims 6 and 15 each include limitations that require at least one of the invitations to (a) invite its recipient to a plurality of events and (b) be sent via email. More specifically, the last step in claim 6 is:

sending invitations to the members based on results of the determining step, wherein the invitations are sent via email and at least one of the invitations invites its recipient to more than one of the events.

And the last step in claim 15 is:

sending <u>email</u> invitations to the members based on results of the determining step, wherein <u>at least one of the invitations invites its</u> recipient to more than one of the events.

Claims 6 and 15 are therefore believed patentable for the same reasons explained above in connection with claim 1.

In view of the foregoing amendments and remarks, Applicant respectfully asks the Board to reverse the outstanding rejections. Applicant's undersigned attorney may be reached by telephone at (212) 969-3246 or by facsimile at (212) 969-2900. Please continue to direct all correspondence to Customer No. 21890 at the address provided below.

Respectfully submitted,

PROSKAUER ROSE LLP

Nozym

Date: March 10, 2006

By:

Robert S. Mayer

Attorney for Applicants Registration No. 38,544

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#### Claims Appendix

1. (original) A method of selectively distributing invitations for a plurality of events, the method comprising the steps of:

storing event information about each of a plurality of events, wherein the event information for each of the plurality of events includes at least one invitee selection criterion; storing member information about each of a plurality of members;

detecting, for each of the plurality of members, whether the at least one invitee selection criterion for each of the events matches the member information; and

sending an e-mail invitation to at least some of the members for whom a match was detected in the detecting step, wherein the e-mail invitation invites its recipient to at least some of the events for which a match was detected in the detecting step, and

wherein at least one of the e-mail invitations sent in the sending step invites its recipient to a plurality of events for which a match was detected in the detecting steps.

- 2. (original) The method of claim 1, wherein the at least one invitee selection criterion comprises an area of practice.
- 3. (original) The method of claim 1, wherein the at least one invitee selection criterion for each of the plurality of events is selected by a sponsor of the respective event.
- 4. (original) The method of claim 1, wherein the at least one invitee selection criterion comprises an identifier that uniquely identifies an individual member.

- 5. (original) The method of claim 1, wherein the at least one invitee selection criterion comprises a list of identifiers, each of which uniquely identifies an individual member.
- 6. (previously presented) A method of selectively distributing invitations for a plurality of events, the method comprising the steps of:

storing event information about each of a plurality of events, wherein the event information for each of the plurality of events includes at least one invitee selection criterion;

storing member information about each of a plurality of members, wherein the member information for each of the plurality of members includes at least one member preference;

determining, based on (a) matches between the member information and the at least one invitee selection criterion for each of the plurality of events and (b) matches between the event information and the at least one member preference for the respective members, which events each of the plurality of members should be invited to; and

sending invitations to the members based on results of the determining step, wherein the invitations are sent via email and at least one of the invitations invites its recipient to more than one of the events.

- 7. (canceled)
- 8. (previously presented) The method of claim 6, wherein, in the determining step, a decision to invite a given member to a given event requires (a) a match between the member information for the given member and the at least one invitee selection criterion for the given

event and (b) a match between the event information for the given event and the member preference for the given member.

# 9. (canceled)

- 10. (original) The method of claim 6, wherein, in the determining step, a decision to invite a given member to a given event requires (a) a match between the member information for the given member and the at least one invitee selection criterion for the given event and (b) a match between the event information for the given event and the member preference for the given member.
- 11. (original) The method of claim 6, wherein the at least one invitee selection criterion comprises an area of practice.
- 12. (original) The method of claim 6, wherein the at least one invitee selection criterion for each of the plurality of events is selected by a sponsor of the respective event.
- 13. (original) The method of claim 6, wherein the at least one invitee selection criterion comprises an identifier that uniquely identifies an individual member.
- 14. (original) The method of claim 6, wherein the at least one invitee selection criterion comprises a list of identifiers, each of which uniquely identifies an individual member.

15. (previously presented) A computer-readable medium upon which executable instructions are stored, wherein the instructions instruct a computer to facilitate the selective distribution of invitations by performing the steps of:

storing event information about each of a plurality of events, wherein the event information for each of the plurality of events includes at least one invitee selection criterion; storing member information about each of a plurality of members, wherein the member

information for each of the plurality of members includes at least one member preference;

determining, based on (a) matches between the member information and the at least one invitee selection criterion for each of the plurality of events and (b) matches between the event information and the at least one member preference for the respective members, which events

sending email invitations to the members based on results of the determining step, wherein at least one of the invitations invites its recipient to more than one of the events.

each of the plurality of members should be invited to; and

## 16. (canceled)

17. (original) The method of claim 16, wherein, in the determining step, a decision to invite a given member to a given event requires (a) a match between the member information for the given member and the at least one invitee selection criterion for the given event and (b) a match between the event information for the given event and the member preference for the given member.

18. (original) The method of claim 15, wherein, in the determining step, a decision to invite a given member to a given event requires (a) a match between the member information for the given member and the at least one invitee selection criterion for the given event and (b) a match between the event information for the given event and the member preference for the given member.

# Evidence Appendix

- none -

# Related Proceedings Appendix

- none -